

## Basic data description

Total number of observations: 182880

Total data columns: 4

### Data columns:

1. user\_id
2. brand\_id
3. type
4. visit\_datetime

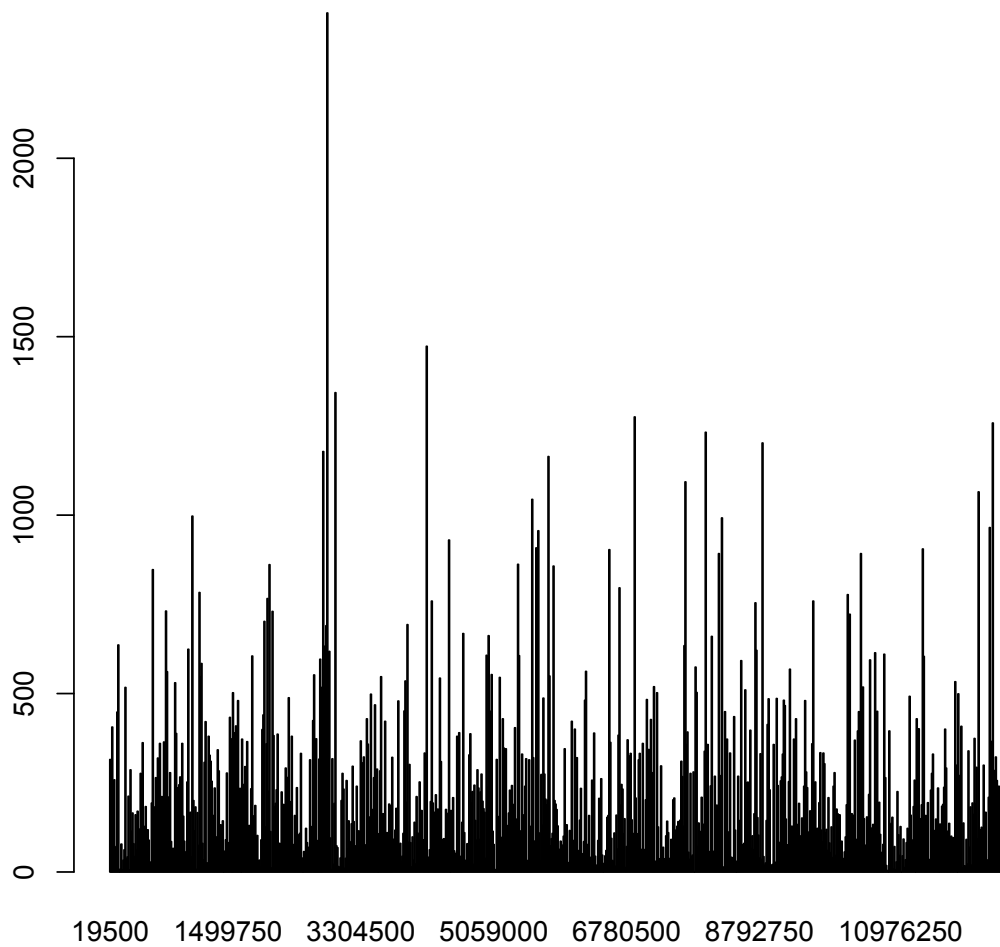
### user\_id

Number of users: 884

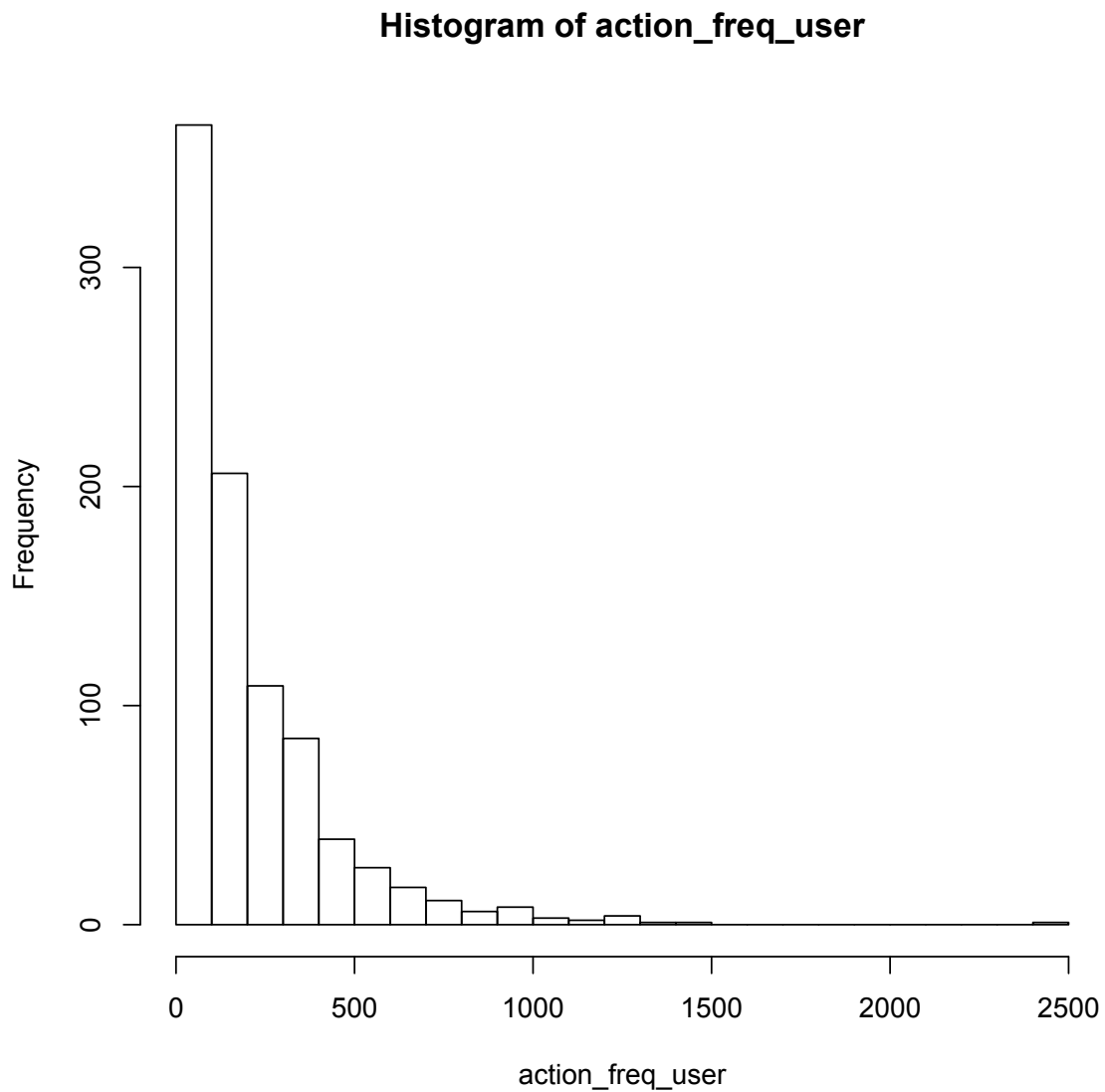
Total number of actions for each user

Max: 2407

Mix: 1



Histogram:



Most active user top 5 (uid, counts):

2940000,	2407
4184250,	1473
3031750,	1343
6874250,	1275
12215000,	1258

**brand\_id**

Number of brands: 9531

**visit\_datetime**

Number of days: 123